summery

Barstow College Positions Itself as a Leader in Student Innovation & Entrepreneurship.

Client Challenge

Located in an under-resourced desert community, Barstow Community College sought to help students successfully prepare to enter the workforce and to increase their economic prospects. The college was also looking to foster an atmosphere of entrepreneurship across campus and to be an engine of growth for the surrounding business community.

Why Summery

By leveraging machine learning and Natural Language Process (NLP) technology, Summery measures both individual students' values and campus culture. Most importantly, the company's AI-driven tools enable the college to quantify or "score" the alignment between values & culture, setting a baseline in which to measure and monitor the progress of the school's innovation-focused programming.

Deployment Plan

Summery instituted a two-pronged approach to assess the diversity of values between staff, faculty, and students: first, measure the values of college professionals, including staff, administration, and faculty; second, measure the values of students via a new Kind Quiz: Education edition that was designed specifically for students.

Once we had ascertained the cultural alignment within the college, the Summery team curated online activities to build upon the college's collective strengths. For instance, we curated TED Talks on shared interests, volunteer activities with local organizations, and readings to enhance knowledge. We also activated each cohort's unique profile with a donation to nonprofit organizations reflecting these values.

In addition, Summery data scientists analyzed the data to understand the alignment between the college's stated mission and the values of college stakeholders. We also looked at the congruence between Barstow College culture and four similar community colleges, as well as the diversity between community college values and corporate culture.

Impressive Results

Our values-based campaign delivered both qualitative and quantitative results. First, and most importantly, students took pride in discovering their unique set of values. For instance, students learned that they have high levels of innovation and curiosity.

Summery's analysis also revealed some sharp insight regarding the values and behaviors that underpin campus culture. In particular, our studies revealed extremely high cultural alignment on campus. Also, engagement campaigns demonstrated a high degree of participation across all cohorts with:

- Quiz open rates as high as 63% vs. an industry average open rate of 17%
- Quiz click-through rates of more than 20% vs. an industry average rate of 6%
- Average quiz completion rate of nearly 40%
- Engagement rates as high as 70%

Follow-on Steps

After collecting data from college staff, faculty and students, Summery created three 10-15 page Summery Reports, as well as calculated a Net Culture Score for each of the campus cohorts. This deep analysis was based on individual Kind profiles and NCS assessments for each individual who completed the quiz and was used to set an organizational baseline in which to measure the impact and performance of subsequent engagement programs. A Summery User's Guide was also created to help effectively share and implement data results.

One concrete action that came out of the Kind Quiz data analysis was the creation of a college course: The Kind Project, which brings together students, faculty, and staff to participate in AI-curated online programs.

Another outcome is the desire for the entire Barstow community to participate in The Kind Quiz too, starting with the regional Chamber of Commerce. With this expansion, Barstow College executive leadership is realizing its objective to position the college at the nexus of community growth, innovation, and entrepreneurship.

Client Testimonial

"Summery's data analytics delivered highly textured insights into our staff and administration's unique value profiles, measuring their individual alignment with our campus culture. This data is providing us with a clear path forward as we bring together staff, faculty, and students to continue to build a community of kindness across our campus."

—**Eva Bagg, PhD, Superintendent/President, Barstow Community College**

To learn how we can help you leverage the power of AI to optimize your development program, contact Erin Michelson, Summery Founder & CEO, at erin@summery.ai.